



U.S. Department of Energy



Office of Small and Disadvantaged Business Utilization



# 7<sup>TH</sup> ANNUAL SMALL BUSINESS CONFERENCE

THE WASHINGTON STATE  
CONVENTION AND TRADE CENTER



# 7<sup>TH</sup> ANNUAL SMALL BUSINESS CONFERENCE

## The 5 P's of Federal Business Development

P.J. Boyle

Collins Consulting, Inc.

U.S. Department of Energy



Office of Small and Disadvantaged Business Utilization





# Collins Consulting Overview

- IT services and products
- 14 years in business
- Top secret facilities clearance
- Nationwide staff of over 140
- One of the largest, best established SDVOSBs in the country
- Core competencies:
  - Turnkey design and implementation solutions
  - Systems operations and maintenance

**7<sup>TH</sup> ANNUAL SMALL  
BUSINESS CONFERENCE**

U.S. Department of Energy  
**OSDBU**  
Office of Small and Disadvantaged Business Utilization







# The 5 “P”s of Marketing

## Traditional Marketing Mix

- Product (or service)
- Positioning (target market)
- Price
- Place (distribution channel)
- Promotion (selling, packaging, ads)

**7<sup>TH</sup> ANNUAL SMALL  
BUSINESS CONFERENCE**

U.S. Department of Energy  
**OSDBU**  
Office of Small and Disadvantaged Business Utilization





# The 5 “P”s of Marketing

## Federal Business Development Mix

- Prepare
- Plan
- Persist
- Patience
- Perform

**7<sup>TH</sup> ANNUAL SMALL  
BUSINESS CONFERENCE**

U.S. Department of Energy

**OSDBU**

Office of Small and Disadvantaged Business Utilization





# Federal Marketing 5 P's

- Prepare internally:
  - Know your company's strengths
    - Focus (hone your 'elevator speech')
  - Establish your geographic coverage area
  - Review existing relationships and project experience
    - Teaming opportunities
    - Convey to federal market

**7<sup>TH</sup> ANNUAL SMALL  
BUSINESS CONFERENCE**

U.S. Department of Energy  
**OSDBU**  
Office of Small and Disadvantaged Business Utilization







# Federal Marketing 5 P's

- Plan for prospects you will develop:
  - Know the client's mission, legislation and mandates
  - Know the rules
    - No entitlements
  - Know the players
    - Review org. charts
    - OSDBU
  - Review Forecast
  - Attend Outreaches, Expos, Conferences

**7<sup>TH</sup> ANNUAL SMALL  
BUSINESS CONFERENCE**

U.S. Department of Energy  
**OSDBU**  
Office of Small and Disadvantaged Business Utilization





# Federal Marketing 5 P's

Plan for prospects you will develop:

- Segment
  - Federal Civil Agencies
  - DOD
  - Large Primes
  - Medium Integrators
  - Small Business Enterprises

**7<sup>TH</sup> ANNUAL SMALL  
BUSINESS CONFERENCE**

U.S. Department of Energy  
**OSDBU**  
Office of Small and Disadvantaged Business Utilization







# Federal Marketing 5 P's

Plan for prospects you will develop:

- Prioritize
  - Existing customers
  - Budgets
  - Related project experience
  - Prospect's programs and plans
  - Local market presence

**7<sup>TH</sup> ANNUAL SMALL  
BUSINESS CONFERENCE**

U.S. Department of Energy  
**OSDBU**  
Office of Small and Disadvantaged Business Utilization





# Federal Marketing 5 P's

- Persist :
  - Build relationships
    - Multiple entry points
    - Revisit targeted prospects
  - No entitlements

**7<sup>TH</sup> ANNUAL SMALL  
BUSINESS CONFERENCE**

U.S. Department of Energy  
**OSDBU**  
Office of Small and Disadvantaged Business Utilization





# Federal Marketing 5 P's

## Persistence

“Nothing in the world can take the place of Persistence.

- Talent will not; nothing is more common than unsuccessful men with talent.
- Genius will not; unrewarded genius is almost a proverb.
- Education will not; the world is full of educated derelicts.

Persistence and determination alone are omnipotent. The slogan 'Press On' has solved and always will solve the problems of the human race.”

- Calvin Coolidge

**7<sup>TH</sup> ANNUAL SMALL  
BUSINESS CONFERENCE**

U.S. Department of Energy  
**OSDBU**  
Office of Small and Disadvantaged Business Utilization







# Federal Marketing 5 P's

- Patience :
  - Government buying cycles
    - “There’s a difference between the use of pre-existing contract vehicles and open market buys, position your company accordingly.”
  - Orders vs. Contracts

**7<sup>TH</sup> ANNUAL SMALL  
BUSINESS CONFERENCE**

U.S. Department of Energy  
**OSDBU**  
Office of Small and Disadvantaged Business Utilization





# Federal Marketing 5 P's

- Perform :
  - Business development follow-through
  - Present conforming, profitable proposals
  - Meet project deliverables
  - Assure positive references

**7<sup>TH</sup> ANNUAL SMALL  
BUSINESS CONFERENCE**

U.S. Department of Energy  
**OSDBU**  
Office of Small and Disadvantaged Business Utilization





# The 5 “P”s of Marketing

## Federal Business Development Mix

- Prepare
- Plan
- Persist
- Patience
- Perform

**7<sup>TH</sup> ANNUAL SMALL  
BUSINESS CONFERENCE**

U.S. Department of Energy

**OSDBU**

Office of Small and Disadvantaged Business Utilization







# Put COLLINS To Work For You!

PJ Boyle, Federal Accounts Manager  
703-408-6682

Bob Collins, President  
847-290-8775 x102

[www.colcon.com](http://www.colcon.com)

**7<sup>TH</sup> ANNUAL SMALL  
BUSINESS CONFERENCE**

U.S. Department of Energy  
**OSDBU**  
Office of Small and Disadvantaged Business Utilization

